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ABSTRACT

Social advertisers--those responsible for public and nonprofit advertising and marketing--must employ many of the major psychological motivations used by commercial advertisers to stimulate desire and action on the part of target audiences. For example, commercial advertisers create psychological stimuli to facilitate motivation of the fulfillment of ego-based desires, linking those desires with specific products. Four motivators have been identified as being the most powerful (i.e., having the greatest ability to motivate desire)--humor, guilt, fear, and curiosity. Other motivators include attractiveness, convenience, health, pleasure, power, and sex appeal. In addition, advertisers must devise an effective means of message execution, including: (1) targeting and understanding the audience; (2) keeping the marketing objectives in mind; and (3) choosing the stated or implied direction (positive or negative) of a psychological motivator. In social advertising, psychological desires must be linked with specific outcomes, rather than products. These outcomes are often abstract and not as clearly ego-based. Also, because social marketing does not involve the very basic and obvious exchange process found in commercial marketing, consumers must do more thinking. Therefore social advertisers must use these commercial advertising techniques to educate audiences to evaluate, understand, and respond to appeals based on more abstract concepts. (Two figures are included, and 16 references are appended.) (MM)

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Effective Application of Psychological Motivators for Social Advertisers

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Effective Application of Psychological Motivators for Social Advertising

Social advertisers — those responsible for public and nonprofit advertising and marketing -- must employ many of the tools used by commercial advertisers. Some of these tools are more suited to the design of commercial messages than to nonprofit messages. This essay presents a discussion of the differences between the two fields in terms of required levels of consumer cognitive processing. It also offers a model of effective application of several major psychological motivators for social advertisers.

Introduction

Rising advertising costs coupled with increasingly sophisticated audiences require that advertisers and marketers employ savvy, research findings and expertise in creating effective messages. Because time and funding is often limited, advertisers cannot afford to "shoot from the hip" when designing programs and campaigns. While the task for commercial advertisers is enormous, social, or nonprofit advertising poses an even greater challenge.

The nature of nonprofit advertising adds a new dimension to the science and art of creating effective messages. While both fields employ psychological appeals in attempts to motivate audience action, the commercial advertiser may work at a consumer's basic ego fulfillment level, while social advertisers deal with a higher level of cognitive processing. Social advertisers must ask for more cognitive effort on the part of audiences. While many of the tools available to commercial advertisers are options for social advertisers, others are inappropriate or simply ineffective. For these reasons it is very important that social advertisers understand the basic, underlying theories of commercial advertising and be able to apply those theories to specific social campaigns (Babak 1988).

The purpose of this essay is to define and examine the major psychological motivations used by commercial advertisers to stimulate desire and action on the part of target audiences. These motivators will be discussed from the perspective of the social advertiser and suggestions for their most effective use will be offered.

Background

Before exploring the major psychological motivators employed in

advertising message design, it is useful to gain an understanding of a basic theory underlying consumer psychology. Following the discussion of theory is a brief look at the major elements of message execution. Understanding these elements will help readers to apply them to specific situations. Next, a discussion of major psychological motivators, and a model showing their use, is presented.

Gestalt psychologist Peter Fleming developed a model of five basic human requirements, three of them physical and two of them affective. The physical requirements for human survival include food, shelter, and clothing. The affective requirements are appreciation and vanity (Fleming 1974). Appreciation is conceptually defined by Fleming as a need for interaction with other human beings. The necessity of this contact is illustrated by the severity of solitary confinement when used as a method of punishment or torture. Vanity is defined as the need for self-love or internal approval. Quite different from external or approval of others, vanity is similar to what Maslow termed, "self-actualization" (1968). Fleming referred to external approval as being "ego-based" approval. Figure I shows Fleming's and Maslow's models contrasted.

[Figure I about here]

Fleming maintained that because these requirements are based in reality their fulfillment is generally necessary for human survival. He further posited that all other "requirements" are actually ego-based wants and desires and, while not necessary for survival, are universally pursued. As will be discussed below, most appeals used by commercial advertisers address desires for external rather than internal approval. Fleming argued that ego-based wants and desires are motivated by psychological stimuli.

A primary responsibility of advertisers is to create psychological

stimuli which may facilitate motivation toward the fulfillment of wants and desires. For the commercial advertiser this task is relatively straightforward. Because desires are ego-based, the advertiser simply needs to make a link between the fulfillment of a psychological desire and a specific product or brand. Relatively little cognitive effort is required on the part of consumers. Examples of this are everywhere -- consumers are told that to be sexy, attractive, popular, clean-smelling and so on, they need only to purchase and use advertised products.

In creating this important cognitive link, advertisers have identified several psychological motivations which appeal to ego-based wants and desires and are generally successfully employed in commercial advertising.

Social advertisers, on the other hand, have a more difficult task. Again, links must be made between psychological desires and specific products. The problem, in part, is in the product which, in this case, isn't a product at all. It is an "outcome." Links must be made between psychological desires and specific outcomes which often are abstract and not as clearly ego-based. Commonly, these are sharing of resources as in fundraising or behavior modification as in social change. Understanding the link between the type of outcome offered by social advertisers, on e one hand, and their own individual desires, on the other hand, requires a higher level of abstract cognitive processing by consumers. Also, because social marketing does not involve the very basic and obvious "exchange" process found in commercial marketing (Kotler 1972), consumers must do more "thinking". Also, as Bateson (1985) noted, the temporal nature of social products may require the involvement of the consumer on a higher level of abstraction necessitating more complex intellectual processing.

For example, it is fairly easy for a consumer to understand a link

between a desire for personal comfort and a specific mattress advertised as being able to provide that comfort. It is much more difficult to make a link between a desire for personal comfort and the comfort of a foreign child living thousands of miles away. The cognitive effort required is far greater. Many of the psychological motivators employed by commercial advertisers may be successfully used by social advertisers provided the advertiser recognizes and attends to differences between these two endeavors.

Message Execution - The Major Elements

The theory discussed above helps to establishing a framework from which message design may begin. It is now useful to look at some major elements of message execution considered important by both commercial and social advertisers alike. The use of these elements will be vital no matter what motivational stimuli are being presented. Because conceptualization and operationalization of a message go hand-in-hand, these elements of execution must be considered when choosing an appropriate advertising appeal. While there are many elements of execution used in message design, the major ones discussed in this essay are; Audience, Objective, Timing, and Direction.

Audience. Measuring audience demographics and psychographics has become standard practice in major advertising agencies. Rarely is an important campaign begun without a clear picture of basic characteristics (income, years of education, number of children etc.) and lifestyles of the target audience (Rogers 1979). "Know your audience" is an important consideration for social advertisers as well. The most powerful motivator will be ineffective if directed at an audience that does not relate to or does not understand the message. Even though research may add some costs,

an understanding of the target audience will greatly enhance communication and the effectiveness of a campaign.

Objective. To make use of psychological motivators in terms of their best functions, the advertiser (social and commercial) must have specific campaign objectives clearly in mind. Failure to write out program goals is a common error and one that can reduce the effectiveness of an entire campaign. Clear, strong and simply stated communication and marketing objectives will facilitate the use of the most effective psychological appeal.

Some psychological motivators best address one, clear objective while others may serve several. Customary objectives met by advertising motivators are; attention attraction, involvement engagement (creating interest), stimulation of moods or psychological states (inviting desire) and calls to action. Note that these motivator functions correspond very closely with the well-known AIDA model (Attention, Interest, Desire and Action) (Aaker and Myers 1987).

The model below illustrates some common uses of major psychological motivators. Serving as a guide to the use of psychological motivators by social advertisers, it offers suggestions for the practical application of the theories developed in the disciplines of communication, marketing and consumer behavior. Advertising is not an exact science -- there are no hard or fast rules. At times, campaigns have gone against all suggested guidelines yet have been effective at meeting stated objectives. The model should provide a solid starting point for the design of social advertising. Readers need only to consider a specific objective then find the psychological motivator which best meets that objective. It is important to remember to consider the elements of execution and the combination of

other motivators when designing messages.

[Figure 2 about here]

Because motivators which serve as calls to action bring results faster than those which attract attention, create interest or invite desire, they are often the most appropriate for use by social advertisers. This is especially true when time and or funds are limited. Ideally, messages will contain motivators serving several functions.

Calls to action may also be combined with motivators which facilitate specific moods or psychological states. Motivators used to create a temporary state of discord or discomfort can be extremely effective when immediately followed by a clear call to action. The Helen Keller International Inc. does a compelling job of combining fear with a direct and immediate call to action. Television viewers are told that "During the next year, 5 to 10 million children will be threatened by nutritional blindness. Right now these children are going blind at a rate of one child every minute." The message, along with video coverage of small children, is frightening. "But," the audience is told, "for just $20 you can save the eyesight of 20 children -- all you have to do is call this number (a toll-free number is announced and written on the screen), and pledge $20. That's it, 20 children protected from nutritional blindness for a whole year. Just call now." Fear stimulates desire (a desire for the reduction of the feeling of fear) and the call to action gives audience members an immediate way to fulfill their desire.

Commercial advertisers may have the luxury to associate moods with their product without the need for immediate calls for action. Advertisements for Chanel perfumes are excellent examples of messages that simply attempt to associate a mood (sensuous mystery) with a product. The

very subtle message can build desire for the product over time. Social advertisers often do not have the time, or the funding, to use appeals in this fashion.

Timing. Timing plays a critical role in the effectiveness level of psychological motivators. It is vital that the consumer, be able to act quickly once motivated by an appeal. If the ability to act is far away in time from a motivator, the impact of the motivator will be reduced. To illustrate, it is not uncommon to watch a very moving television commercial, and then be told to write down a number and to send for more information. In this case the advertiser is asking too much from consumers. Go get a pencil and paper, watch for the commercial again to catch the address, write a note and mail it, receive and read more information, again be moved to action, THEN take action. Unless the appeal is extreme, or the consumer has prior interest in the subject, the time distance between the motivator and the ability to take action is simply too great. A more effective method is to offer the audience an immediate response to a powerful motivator. Toll free numbers with clear, specific instructions spelling out exactly what the viewer needs to do, can be highly effective in obtaining results. Additional information may be mailed later if it is part of a campaign strategy.

Vehicle. Social advertisers must understand the characteristics of various media vehicles. This includes a need to understand how the audience perceives the vehicle, the characteristics of the audience attending to a specific vehicle, and the other commercial or social messages carried by a specific vehicle. Commercial advertisers know that the status of a given media vehicle, prestigious or otherwise, will be tagged to the products advertised in the publication. Media selection

should be considered along with motivator selection as it is a major aspect of any successful campaign.

Direction. The stated or implied direction of a psychological motivator -- either negative or positive -- will have impact on the effectiveness of a given message. Historically, social advertisers used motivators in a negative direction; that practice is changing. The method of showing human suffering has given way to the depiction of the results of successful social programs. While the "starving baby appeal" was very popular just a decade ago (depiction of malnourished children with distended stomachs) social advertisers have found that using motivators in a positive direction (showing children healthy and well-fed as a result of donations) is actually more effective (Fine 1987).

Showing human suffering and tragic conditions is sometimes a necessary way to elicit emergency support in crisis intervention situations. But, generally speaking, showing positive outcomes of action will be more effective in eliciting desired results.

Simple copy-testing of messages stated in both a positive and negative direction should assist social advertisers in determining the most effective direction for final messages.

Psychological Motivators

The elements of message execution already discussed need to be considered not only during the design and implementation of specific messages, but during the strategic planning of entire campaigns. The impact of several different psychological motivators may be greatly enhanced when the message in which they appear is properly executed. Suggestions for the combining of elements of execution and psychological motivators now follows.

The wants and desires of human beings seem endless. To narrow the field somewhat, this section identifies 14 major ego-based desires. These desires are separate from the five basic necessities discussed in Fleming's model above. Because these desires may be motivated by psychological stimuli, they are known as psychological motivators or advertising appeals.

Of the 14 psychological motivators examined below, four have been identified as being the most powerful - that is, having the greatest ability to motivate desire (Fleming 1974). When correctly employed, these motivators can be very effective. However, as with all powerful forces, they should be handled with care. These four most-powerful motivators, are; humor, guilt, fear, and curiosity.

Humor. Humor has long been used to produce desired (and some unexpected) results for commercial advertisers. Humor attracts attention and creates interest (Duncan and Nelson 1985). It can also be used to create positive feelings toward products and brands. There are, however, several drawbacks to the use of this appeal.

Humor can be difficult to achieve for heterogeneous mass audiences. What is funny to one audience may be incomprehensible or offensive to another. For many consumers, the "Frito Bandido" was a humorous and harmless animated character. But to some in the Hispanic population of the United States, he was insulting and degrading. Hispanics are not lazy, sneaky bandits who wear oversized sombreros. The character was as offensive to the Hispanic population as a lazy, barefooted "Little Black Sambo" character would be to the black population.

A second problem with humor as an appeal is the possibility of a very short campaign life span. Humorous messages are generally topical and timely -- an attribute which can considerably shorten the "legs" of a

campaign.

Perhaps the most serious caveat in terms of humor for the social advertiser is its effect on an audience regarding emotional issues. Humor is often used in western cultures as a means of diffusing negative feelings -- horror, sadness, fear etc. This is clearly illustrated by the plethora of seemingly tasteless jokes which follow any major tragedy. People are not calloused and unfeeling when they make up and repeat jokes about serious issues, they are simply helping to diffuse negative emotions and to proceed with life.

Social advertisers generally do not want to diffuse the issues of hunger, blindness, poverty, drug abuse etc. The objective is to use psychological motivators to bring the target audience to positive action, to focus, not to diffuse thoughts and emotions for them.

Social advertisers might give serious consideration to other appeals before employing humor.

Guilt. Guilt is the most powerful psychological motivator of all. People will do more to reduce feelings of guilt than for greed, sexual desire etc. Used correctly and
with caution, guilt can produce significant and immediate results. Classic examples of excellent use of this motivator are television advertisements for the Bell Telephone company. For example, consider the commercials presenting lonely people waiting for a call from a loved one. How long has it been since you've taken the time to talk to your lonely mother (father, aunt Mary) the message implies. Consumers are faced with a mild but nagging sensation of guilt. Call today, consumers are indirectly told, and you won't feel the way you do right now.

The key to the success of this campaign is the immediate "call for

action" promising a solution to the problem presented, and the instant reduction of the discomfort generated by the message. The phone company effectively motivates action through the use of a mild dose of guilt and then calls for clear and simple action. The solution makes everybody happy -- the lonely person hears from a loved one, the caller has discomfort reduced, and the phone company increases use of long distance service.

A major caveat, which can be difficult to avoid, is the presentation of an overdose of guilt. If consumers are made to feel too guilty, they become overwhelmed and simply shrug and give up. No one person can handle the guilt of all of the poverty, starvation, or sins of the entire world. Attaching personal guilt to major societal problems only serves to discourage and isolate the population to which the message is addressed. The key to using guilt as a psychological motivator is to attach only "reasonable" levels of guilt to issues at hand and offer reasonable and immediate avenues for effectively reducing it.

If used carefully, this psychological motivator can produce very positive results for the social advertiser. Pretesting copy and art on several representative sample populations is strongly recommended prior to running mass media coverage of messages employing this tool. The testing should seek to measure both cognitive responses and affective responses.

Fear. Scholarly literature focusing on this motivator makes a distinction between social and physical fear. Physical fear is associated with "bad physical outcomes" (Spielberger and Smith 1966); social fear refers to personality variables such as self-esteem. Persons with low self-esteem may be motivated by social fear appeals; those with high levels may not be impacted by this approach (Spielberger 1972). Correctly employed, physical fear may be effective across many personality types.

Researchers generally agree that fear is an extremely powerful motivator. The use of too much fear (showing actual photos of bodies mangled in auto accidents) will create great discomfort in audiences and will turn them away from the cause of their discomfort. A lesser amount of fear (ie: showing a person grieving over a friend killed in an auto accident) coupled with an immediate call for action (Don't Let Guests Drive Drunk - Call a Cab) can be more effective.

Because of its power to stimulate desire (the desire to reduce discomfort caused by fear), this motivator is a useful tool for social advertisers. The key factor to remember is: use mild amounts of fear followed by clear, immediate calls for action.

Curiosity. As a powerful psychological motivator, curiosity poses several challenges for the social advertiser. This appeal is most effective in attracting attention and inducing involvement on the part of target audiences. Headlines using curiosity appeals can draw consumers into messages. They are often presented in the form of a question -- a riddle of sorts. To be effective, the riddle must first be relevant to the audience and must appear challenging enough to warrant the effort to "solve" it. When a consumer is able to "solve" a riddle, positive feelings are created. However, these positive feelings may or may not be associated with the product. Furthermore, while the consumer may feel rewarded by the ability to solve a riddle, this "instant reward" does not always lead to action. "Completing the puzzle" may be action enough and attention is turned elsewhere. If, on the other hand, the riddle appears too challenging, the viewer may simply elect to disregard the material.

Timing is also an important consideration in terms of this motivator. Answers to "riddles" or questions must be answered in a relatively short time or audience attention drifts and the impact of the appeal will be

greatly diminished. Used carefully, with attention to timing, curiosity can be effectively employed by commercial advertisers introducing new products. "Build-up" campaigns using teasers, hints, and mysterious promises can attract attention and gain the interest of an audience. Unfortunately this type of campaign is tricky and can be expensive.

Despite its value as a psychological motivator in consumer advertising, the "build-up" is more problematic than helpful for the social advertiser. It requires too many levels of abstraction and too much work on the part of the consumer. It also requires careful and expensive follow-throughs. This is not to say that curiosity should be avoided completely; but it probably should not be considered as the first choice for non-profit organizations seeking immediate action such as funding or services.

Attractiveness. The desire to be physically attractive, to be appealing to others, is a universally pursued goal (Mead 1973). This particular motivator is tied closely with the ego and can easily be used to stimulate desire which, in turn, can lead quickly to action. It is an obvious first choice for many products and services found in the commercial sector, but its very tangible base makes attractiveness difficult and generally impractical for use with abstract concepts such as behavior modification or altruism.

Comfort/security. Comfort/security appeals to consumer's desire for lack of suffering. At one level, it asks consumers to attend to physical comfort (dryness, warmth). At a slightly more abstract level, it refers to peace of mind. Effective at creating moods and psychological states, these appeals may induce action by promising the reduction of an uncomfortable

mood or the continuance of a desirable state.

The challenge for social advertisers is to link the comfort and security of others with the comfort and security of individual audience members. This can be facilitated through use of the element of direction. As Fine (1987) pointed out, the effectiveness levels of motivators may be increased by presenting appeals in a positive direction.

This motivator requires some cognitive effort on the part of consumers. And while the concept is a bit abstract -- individual comfort and security is enhanced by the comfort and security of others -- it holds new promise for social advertisers. Again, timing in terms of an immediate call to action is a vital consideration.

Convenience. An effective motivator for the commercial advertiser, convenience appeals to consumer's ego-based desires to reduce effort -- either mental or physical. As stated earlier, social advertisers must deal with abstract concepts that require relatively high levels of cognitive processing on the part of consumers. Appealing to very concrete, physical aspects of human endeavor, convenience offers little value to the social advertiser. At best, it might be effective when used as part of a campaign employing more powerful motivators.

For example, the Automobile Club of Southern California uses convenience in suggesting how easy it is for consumers to remain safe in their autos. Outdoor advertisements use the headline, "It's a Cinch to Stay Alive" over a photo of a buckled seatbelt. This particular advertisement, however, is just one tactic in an extensive campaign directed at the importance of seatbelt use.

Non-sexual affection/love. Commercial advertisers use this appeal to create moods and psychological states which are then transferred to

specific products. In advertisements depicting winter holidays, Butterball turkeys become catalysts for loving, affectionate family gatherings. The product (turkey) is associated with feelings of love and affection. This appeal is best employed in a positive direction and although not as powerful as fear or guilt, affection/love is fairly easy to use and can be very effective.

For example, fear appeals may be used to discourage drug abuse; however, using too much fear can turn audiences away. Non-sexual affection can be used to associate positive feelings with drug-rehabilitation or abstinence. Behavior is motivated through the desire for affection and love. One caveat: the social advertiser must understand the audience to which the motivator is directed. If an audience sees an outcome as impossible or very improbable, the advertiser will lose both effectiveness, and general credibility. Once lost, extreme efforts are required to regain audience confidence.

Health. The desire for good health is universal. Presented in a positive direction, this appeal is frequently used to motivate prosocial behavior such as not smoking or not driving while intoxicated. Unfortunately, this appeal works best to reinforce beliefs already held by audience members. Non-smokers, for example, are reminded of the value of their decision to stay healthy by not smoking. This appeal alone is generally not powerful enough to motivate a change in behavior by current smokers (O'Keefe 1971). In order to come closer to reaching the audience to which it is intended, health may be coupled with fear, guilt and immediate calls to action.

Most funds used by social advertisers are necessarily spent on conducting important audience and message research and on executing

messages that will elicit desired results. Remember, however, that reinforcement of positive behavior is an important issue as well and should not be ignored. Health, as a psychological motivator, can be used effectively in this capacity.

Hero worship. Hero worship is an extremely effective motivator for younger audiences. Teenagers in particular are motivated to "be like" persons they admire. Musicians and sports figures are often used to reach this market.

The key is to employ a spokesperson to whom the audience can relate and who presents a desirable and attainable goal. Relevancy and credibility are critical here (Hovland 1953). Because the use of heros has been so effective with commercial advertising, several social campaigns are currently using rock stars and sports figures to promote anti-drug use among teens. Given that rock stars, at least in the past, were generally perceived as being heavy users of non-prescription drugs, their credibility on this issue may be debatable. In terms of the drug issue and the usefulness of rock musicians as spokespersons, further research is needed. Social advertisers however, may effectively use other "heros" and credible figures to reach teenage audiences.

Mental stimulation. Unfortunately, this very abstract motivator is not often employed successfully by commercial advertisers. The desire to improve one's mind appears to be less appealing than the desire to have fresh breath.

A social marketing campaign currently running in the western United States attempts to use this appeal to motivate students to stay in school. Billboards showing headlines written on a chalk board state "You miss school, you miss out." While the intention is obviously noble, this

particular tactic of the campaign lacks the elements necessary to make it successful. In time, perhaps both social and commercial advertisers will find an effective method of employing mental stimulation as a psychological motivator. Until then, other motivators may prove less problematic.

Pleasure. Pleasure appeals to the desire for ego-fulfillment through fun, travel and entertainment. While it can be used in conjunction with others, this psychological motivator may prove to be problematic for the social advertiser.

As noted previously, because services, social behaviors and lending assistance to others are fairly abstract concepts, psychological motivators appealing to higher cognitive levels, rather than ego-based desires, are most successfully employed at this time.

Power. The desire for power motivates a drive for prestige and status through social position, money or possessions. Another ego-based appeal, it is quite successful in motivating purchase action with high involvement products such as automobiles, jewelry and expensive liquors. While it may be the case that intrapersonal power can be gathered through prosocial activities, or through abstinence from anti-social activities, power -- as a motivator -- is generally based on ego-fulfillment. Social advertisers currently find it difficult to successfully motivate altruistic action or prosocial activity using this motivator.

Sensory appeals. A common phrase found in introductory advertising texts is: "Sell the sizzle, not the steak." Beginning students are encouraged to motivate action by stimulating any of the five senses. Anchored in physical space, sensory appeals are concrete and require very little cognitive effort on the part of consumers. While ideally suited to

attracting attention and stimulating desire in commercial advertising, the emphasis on immediate gratification via sensory input makes this motivator fairly unattractive for social advertisers.

Sex appeal. Another ego-based motivator, sex appeal is one of the most over-worked and misunderstood of the 14 major psychological motivators. This appeal is widely but incorrectly considered an extremely powerful motivator. Quite the contrary, while sex as an advertising appeal is extremely effective in attracting attention, it has very little impact beyond that level.

Research shows that consumers do spend considerable time thinking about messages containing sexual material. Consumers thoughts, however, are centered around the creative execution of sexy messages (the models or photography) or about unrelated material (sexual behavior in general), not about the advertised product (Severn, Belch and Belch 1988). Sexual material in advertisements may attract attention and send thoughts in several directions, but sexual appeals do not necessarily motivate action related to the product. Such appeals are best used for attracting attention in messages advertising low involvement products related to sexual behavior (Krugman 1971).

Conclusion

The discussion above began by looking at one of the major theories underlying consumer psychology. Next, an examination of major elements of message execution was presented. Finally, a discussion of psychological motivators and a model for their use was presented.

Psychological motivators may serve many different functions. Combining different motivators and attending to the correct use of elements of execution can help social advertisers to design effective messages. It

is important to remember that beginning with clear, specific program objectives is a vital step in this process.

Each marketing situation is slightly different and while the guidelines described in this essay and presented in Figure II should be helpful, readers are encouraged to consider the many different aspects of their own situations when designing messages.

Social advertisers face a more difficult task than their counterparts in the commercial arena. A major difference between the two fields is that social advertisers must ask audiences to exert more cognitive effort in order to understand and respond to abstract concepts. Commercial advertisers can promise immediate ego-fulfillment; social advertisers offer a higher, but certainly more abstract, level of fulfillment.

Understanding this difference can facilitate the effective employment of major psychological motivators developed and used by commercial advertisers. Considering the elements of execution, in combination with the level of cognitive processing required, will assist social advertisers in designing clear and effective messages.

A goal for social advertisers is to educate audiences to evaluate, understand and respond to appeals based on more abstract concepts. In addition to increasing options, it might also serve to raise the awareness level of audiences in general. Audiences capable of higher levels of cognitive processing will reduce the need and effectiveness of much of the fairly simplistic and less than challenging material currently associated with the discipline of advertising.

Social advertisers face the fascinating challenges of increasing the effectiveness of social advertising, raising the level of awareness of audiences and increasing the intellectual stimulation presented by commercial advertising.

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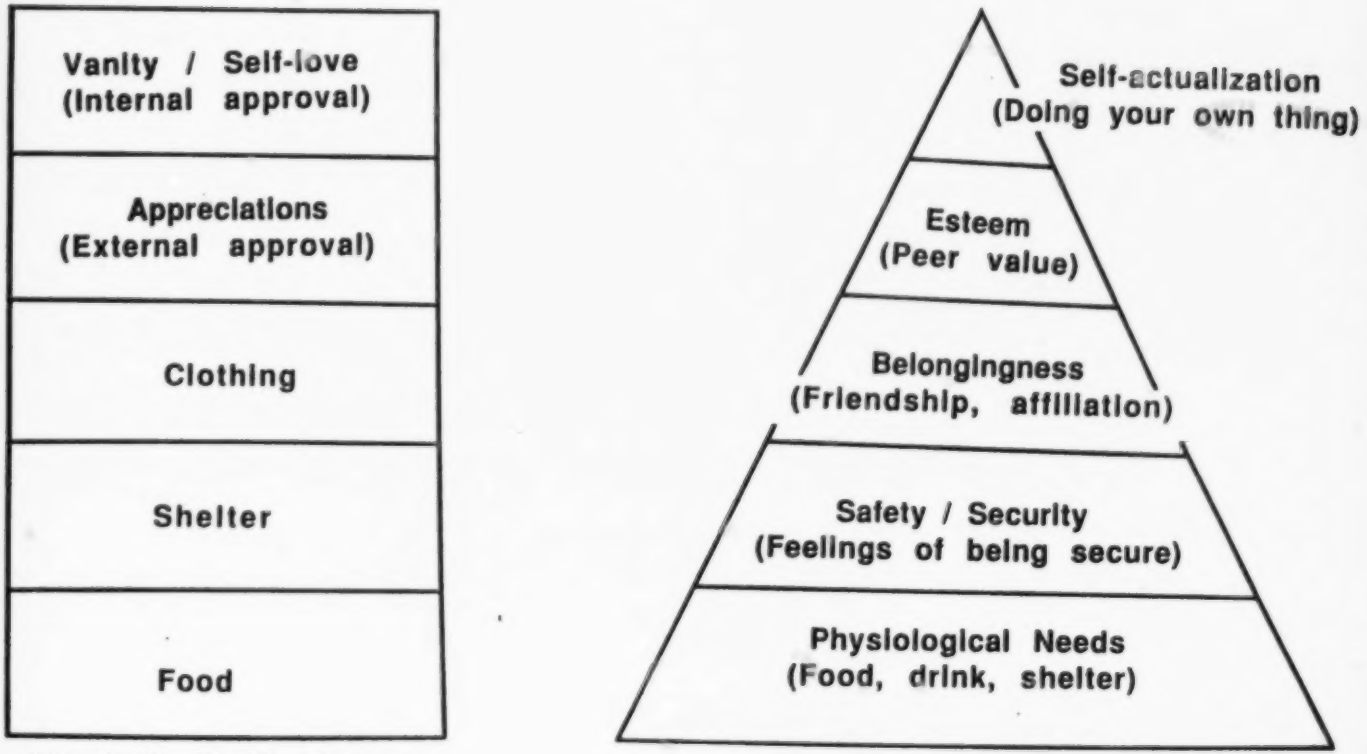
Figure I

Fleming and Maslow Models Contrasted



Fleming's Model of Basic Human Needs (1974)

Maslow's Hierachy of Needs (1968)

(Source: Constructed by the author).

Figure II
A Model of Marketing Objectives and Psychological Motivators Used in Message Design in Social Marketing

	Attracts Attention	Involvement Engagement (Creates Interest)	Induces Moods Psychological States (Invites Desire)	Motivates Action	Applied to Social Marketing
Humor	x	x	x		c
Guilt		x	x	x	a-b
Fear		x	x	x	a-b
Curiosity	x	x			b
Attractiveness	x		x		c
Comfort/security			x		a
Convenience			x		b
Non-sexual affection Love	x	x	x	x	a
Health			x		b
Hero worship	x		x		a
Mental stimulation					c
Pleasure		x	x		c
Power			x	x	c
Sensory appeals	x		x		c
Sex appeal	x				c

a Used with other motivators, and immediate calls to action, these can be effective elements in social message design.

b Although generally effective, social advertisers are encouraged to exercise caution when using these motivators in message design.

c These motivators tend to be problematic when used in designing social advertising messages.

(Source: Constructed by the author).